



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 2525

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

Funds are transferred from the Hotels and Restaurants Trust Fund to contract with the Florida Restaurant and Lodging Association (FRLA) to develop a coordinated marketing, media and events program to promote Florida tourism to residents of the state. The campaign requires a private matching program and is conducted throughout the state, as approved by and monitored by the Department of Business and Professional Regulation (DBPR) and the FRLA for the purpose of promoting tourism.

5. **State Agency to receive requested funds**
- State Agency contacted? ☒ Yes ☐ No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input type="text" value="2,000,000"/>
Fixed Capital Outlay	<input type="text" value="000"/>
Total State Funds Requested	<input type="text" value="2,000,000"/>

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input type="text" value="2000000"/>	<input type="text" value="51.0"/> %
Matching Funds		
Federal	<input type="text" value="00"/>	<input type="text" value="0"/> %
State (excluding the amount of this request)	<input type="text" value="00"/>	<input type="text" value="0"/> %
Local	<input type="text" value="00"/>	<input type="text" value="0"/> %
Other	<input type="text" value="1,950,000"/>	<input type="text" value="49"/> %
Total Project Costs for Fiscal Year 2020-2021	<input type="text" value="3,950,000"/>	<input type="text" value="100"/> %

8. **Has this project previously received state funding?** ☒ Yes ☐ No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input type="text" value="2016-17"/>	<input type="text" value="00"/>	<input type="text" value="2,500,000"/>	<input type="text" value="2080A"/>	<input type="text" value="No"/>

9. **Is future-year funding likely to be requested?** ☒ Yes ☐ No

If yes, indicate nonrecurring amount per year.



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10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		<input style="width: 90%;" type="text"/>
Other Salary and Benefits		<input style="width: 90%;" type="text"/>
Expense/Equipment/Travel/Supplies/Other	Basic expenses such as staff travel, promotional items, printing, booth rental, equipment rental, and office supplies.	<input style="width: 90%;" type="text" value="50,000"/>
Consultants/Contracted Services/Study	Marketing, public relations, administrative funding, support for events. This has a 1:1 match with private funds.	<input style="width: 90%;" type="text" value="1,950,000"/>
Operational Costs: Other		
Salary and Benefits		<input style="width: 90%;" type="text"/>
Expense/Equipment/Travel/Supplies/Other		<input style="width: 90%;" type="text"/>
Consultants/Contracted Services/Study		<input style="width: 90%;" type="text"/>
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		<input style="width: 90%;" type="text"/>
Total State Funds Requested (must equal total from question #6)		2,000,000



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11. Program Performance

- a. What specific purpose or goal will be achieved by the funds requested?

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- b. What activities and services will be provided to meet the intended purpose of these funds?

Activities include (but are not limited to): arts, cultural, historical, agricultural and equine events.

- c. What direct services will be provided to citizens by the appropriation project?

Services for citizens include (but are not limited to) recreation and education.

- d. Who is the target population served by this project? How many individuals are expected to be served?

The project has a statewide impact with emphasis on rural and small communities.

- e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The project will partner with local communities to increase tourism, increase economic activity, create specific and immediate job opportunities, and enrich cultural experiences.

- f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Failure to meet deliverables would result in financial consequences including withholding of funding or reduction in specified payments.



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12. **The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

There is no capital funding in this request.

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **Recipient Contact Information**

- a. Organization
- b. Municipality and County
- c. Organization Type
- ☐ For-profit Entity
 - ☐ Non-Profit 501(c) (3)
 - ☒ Non-Profit 501(c) (4)
 - ☐ Local Entity
 - ☐ University or College
 - ☐ Other (please specify)
- d. First Name Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.